

EFFECTIVE ADVOCACY for NYS Education Issues

IDENTIFY KEY 'PLAYERS'	Keep advocacy group to a workable number (24-36) that can be broken into 3 or 4 subgroups (no more than 8 each)
	Clarify and articulate advocacy mission.
STUDY ADVOCACY TARGET	Bring constituency groups to talk with the group to provide information about the current status and needs of the advocacy target.
	Assemble data to establish existing state of the field, and to identify needs. Consider hiring a research consultant to validate needs.
	Analyze data, align needs, and set advocacy goal(s) for committee.
IMPLEMENT MULTIPLE ADVOCACY ACTIONS	Solicit support from Regents. Assistance or guidance from at least one Regent can be crucial to the ultimate success of the advocacy.
	Develop and articulate policy proposals that address identified needs.
	Advocate creation of leadership in State Education Department to lead the initiative to address needs.
ASSESS RESULTS, SET NEW GOALS	